

To assignment editor:

Reminder

12th Asian Logistics, Maritime and Aviation Conference (ALMAC) opens tomorrow

The Future of the Sustainable Supply Chain: Connectivity · Collaboration · Innovation Facilitates the industry in capturing new opportunities

21 November 2022 – Jointly organised by the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Special Administrative Region (HKSAR) Government, the 12th **Asian Logistics, Maritime and Aviation Conference (ALMAC)** will be held on 22 and 23 November, in a hybrid format with both physical at the Hong Kong Convention and Exhibition Centre (HKCEC) and online. Under the theme “**The Future of the Sustainable Supply Chain: Connectivity · Collaboration · Innovation**”, the annual signature event for the maritime, air freight, logistics and supply chain management sectors and shippers will examine issues influencing the global economy, when facing the new normal supply chain, and how to respond to both opportunities and risks through international and regional collaboration and explore the future direction of sustainable development.

Around 80 industry experts in logistics, maritime, air freight and supply chain will speak in person or virtually in over 20 different sessions at the event. **Paul Chan, Financial Secretary of the HKSAR**, will officiate the opening ceremony on day one while **Lam Sai-hung, Secretary for Transport and Logistics of the HKSAR**, will also deliver special remarks. The keynote address will be delivered by **Xiangchen Zhang, Deputy Director General of the World Trade Organization**, who will examine how governments and businesses in the international and regional arena may join forces to respond to the supply chain transformation to facilitate global trade development.

At the **Plenary Session** titled “Navigating to the Next Normal: Steering for Business Growth” on day one, ALMAC will invite business leaders from **Kerry Logistics, CMA CGM China and Esquel Group**, to speak on how business evolution and supply chain transformation, including building connectivity, fostering collaboration and driving innovation, can steer business growth and achieve sustainable development under the latest economic landscape. In the **InnoTalks**, ALMAC will invite tech giants and innovators from **Neolix Technologies Co. Ltd, Geek+** and **Inceptio Technology** to share trendsetting innovative solutions and technologies that drive logistics and smart supply chain advancements and developments. In the **Air Freight Forum**, ALMAC will invite speakers from **Seabury Cargo, Cathay Pacific Airways, DHL Express Central Asia Hub, Hong Kong Cingleot Investment Management Limited and Airport Authority Hong Kong** to discuss Hong Kong’s vision as an “Airport City”.

There will be two **Maritime Forums** on the first day. In Maritime Forum I, experts from the **International Chamber of Shipping (China) Liaison Office** will examine the unique role of Hong Kong in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the way forward as well as how to develop its high value-added maritime services for advancing its international maritime hub positioning. In Maritime Forum II, speakers from the **International Chamber of Shipping** and world leading logistics companies, will discuss shipping substantiality, decarbonisation and digitalisation through practical collaborative action.

The newly added **Shipper’s Forum** held on day two, titled “E-commerce Fulfilment in Asia”,

will invite speakers from **eBay** to share the fulfilment trends under the pandemic and the best practices for delivering reliable and agile fulfilment solutions.

Under the dual impact of pandemic and geopolitical tensions, logistics, maritime and air freight are facing unanticipated changes. Various forums will cover a range of topical issues relating to the 1) **air freight** and 2) **maritime** industries, as well as 3) **supply chain management and logistics**. Topics to be covered include smart air cargo, high value-added maritime services, the digital transformation of the logistics industry and the realisation of flexible supply chains. The conference will invite a range of leaders, experts, and business representatives from international organisations to discuss the recovery, transformation, and prospects of the industry from various perspectives.

The forums will bring together a range of noted speakers, including (in alphabetical order according to family name)

Simon Bennett, Deputy Secretary General, International Chamber of Shipping	Edward Liu, MH Partner Haiwen & Partners LLP Principal Representative International Chamber of Shipping (China) Liaison Office
Mathieu Renard Biron Managing Director - Global Freight Forwarding Kerry Logistics	Chee Choong Ng Senior Vice President & Managing Director DHL Express (Hong Kong) Limited Hong Kong & Macau
Terence Chiu Commissioner The Hong Kong Export Credit Insurance Corporation	Daryl Tay President, North Asia District UPS Parcel Delivery Service Limited
Ludovic Renou CEO, CMA CGM China	Eva Tsang Assistant Vice President and Executive Director Opal Cosmetics Group Limited
Jenny Hui General Manager eBay Hong Kong, Taiwan and Global Emerging Markets	Ivy Tse Co-Chief Executive Officer & Co-founder, FreightAmigo
Anne-Sophie Zerlang Karlsen Head of Ocean Operations, Asia Pacific Maersk	Wilkie Wong Chief Financial Office Esquel Group
James Leung Vice President, Key Account Geek+	Xiangchen Zhang Deputy Director General World Trade Organization
Michael Fitzgerald Group Deputy Chief Financial Officer Orient Overseas Container Line Ltd	

Members of the media wishing to interview speakers can email interview requests to raymond.lee@impact-cc.com or cindy.chung@impact-cc.com by 18 November.

We cordially invite you and your representatives to cover **ALMAC**. Details are as follows:

Opening remarks

Date: 22 November 2022 (Tuesday)

Time: 8:30am

Officiating guests: Dr Peter K N Lam, Chairman of the HKTDC
Paul Chan, Financial Secretary of the HKSAR

ALMAC

Date: 22-23 November 2022

Venue: Hong Kong Convention and Exhibition Centre 3FG

Event website: <https://www.almac.hk/main/en/>

Programme: <https://almac.hktdc.com/conference/almac/en/programme>

Speaker list: <https://almac.hktdc.com/conference/almac/en/speaker>

Media registration

Media representatives interested in covering **ALMAC** may register at the Press Registration Counter at **3FG**, Hong Kong Convention and Exhibition Centre by presenting your business card or media identification.

Those interested in covering the event online may complete the following form and email it to clementine.hm.cheung@hktdc.org or clayton.y.lauw@hktdc.org for pre-registration.

***** **ALMAC Online Media Registration Form** *****

Email	Last name	First name	Media organisation	Country/region	Position

Media enquiries

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